



Fabian Lucero

Product | Visual Designer 4+ Years Experience

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WORK EXPERIENCE

DECO LIGHTING

UX Designer | 2018-Present

Deco Lighting Website

- Increased conversion rate by 15% and 8.75% bounce rate decrease within first quarter post website redesign launch.
- Partner with Marketing, Customer Service, and Design Teams while leading a small team of designers and marketing coordinator to contribute to strategic decisions regarding the website's content.

Deco Mesh App

- Deco Mesh is rated 4.9 in the App Store, and has been used for the commissioning of 20+ UX locations in its first year, one of which is a local high school library boasting 200 light fixtures.
- Spearhead user experience and functionality app design and associated devices to easily and intuitively connect and manage a network of lights.
- Worked with 4 engineers to iterate on Deco Mesh app design ideas using sketches, flow diagrams, wireframes, mockups and prototypes.
- Worked with Customer Service Team to define possible users and user interface for Deco Mesh app.
- Implement extensive usability testing and user-centric research with 10 clients to inform product design.

Creative Director | 2013-Present

- Lead overall brand management and corporate identity initiatives to ensure streamlined efforts during the design process to generate diverse and intriguing marketing materials.
- Targeted specific audiences to raise brand awareness across multiple social media platforms increasing LinkedIn impressions 30%, LinkedIn followers by 11%, Facebook followers by 20% and Instagram followers by 20%.

FLUCERO DESIGNS

Designer | 2006-Present

- Executed brand launches, website redesigns, and digital marketing campaigns for 58 clients ranging from local businesses to national nonprofits.
- Deliver customized art direction to fulfill client vision and fluid UX/UI to ensure a successful product or business.
- Design enticing direct mail campaigns, e-mail marketing, ads, web design, promotions, merchandise, logos, and apps.

RELATED PROJECTS

Travel Phantasy

- Designed the visual branding to align with the company's core values.
- Created a style guide, using Adobe Photoshop and Illustrator, to help guide the company in the appropriate use of their logo and branding.

ConnectionsforConservation.net

- Designed the visual branding to align with the company's core values.
- Designed the visual representation of the website using Wix coinciding with the information provided by the client.

SKILLS

Research

User Interviews
Usability Testing
Competitive Analysis

Design

UX Design
UI Design
Visual Design
Graphic Design
Information Architecture
Personas
Journey Mapping
Storyboarding
Rapid Prototyping
Wireframes

Toolkit

Adobe Creative Suite:
Illustrator
Photoshop
After Effects
Premiere Pro
InDesign

Prototyping:

Sketch
Invision
Adobe XD

EDUCATION

BA - Industrial Design

Art Institute of California
Hollywood, CA
2011-2013

BFA - Graphic Design

California Polytechnic State
University
Pomona, CA
2001-2006